

ABSTRACT

5 Provided is a method and system for the electronic
distribution of product redemption coupons to remote personal
computers located at users' homes. A centrally located
repository, such as an online service provider or web site on
the Internet, stores packages of coupon data for downloading
on demand to the user's computer. The user may view, select,
sort and print desired coupons from the downloaded package.
10 The user's demographic as well as coupon selection data is
provided back to the online service and coupon distributor and
issuers for subsequent marketing analysis. The online service
can perform subsequent coupon processing on previously
downloaded coupon packages such as variation of discount
15 amounts. The online service provider can also determine how
many times a particular coupon was viewed. When the printed
coupons are presented at a retail store, the discount is
provided to the user. Upon redemption by the store via a
coupon redeeming center, transaction data is also supplied to
20 the coupon issuers and distributor for integration into
marketing analysis. The electronic coupon system is secure
due to the inclusion of user-specific identification indicia
printed thereon.